

PHASE 1 REPORT

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Special Thanks to the Strategic Plan Update Project Team

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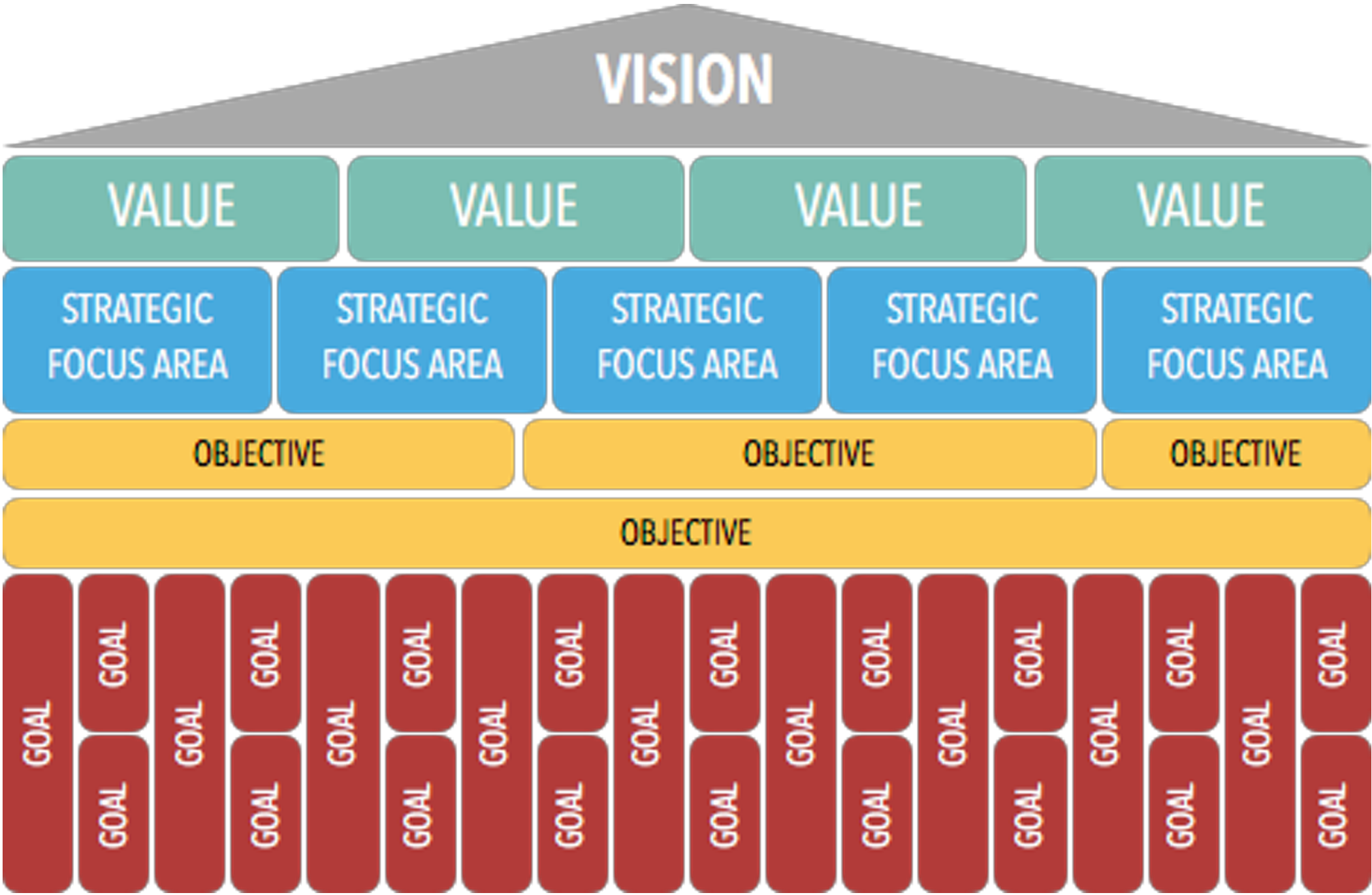
LAUNCH & LEARN



- ④ PROJECT LAUNCH
- ④ COMMUNITY ENGAGEMENT
- ④ BEGIN DEFINING
VISION AND VALUES

PROJECT LAUNCH

Intentionality
&
Alignment



PROJECT LAUNCH

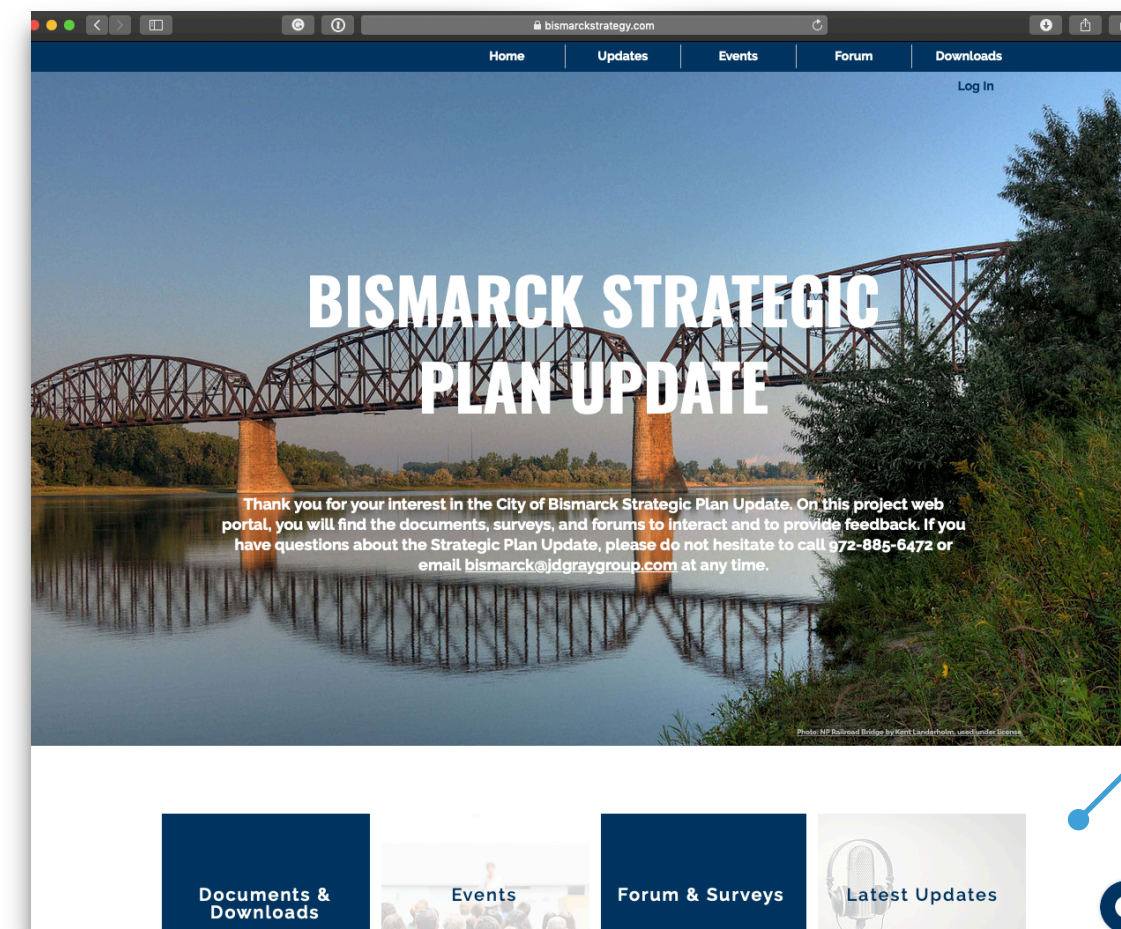
Project Launch Book & Stakeholder Guide



Focus Group Meetings



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Local Media Coverage

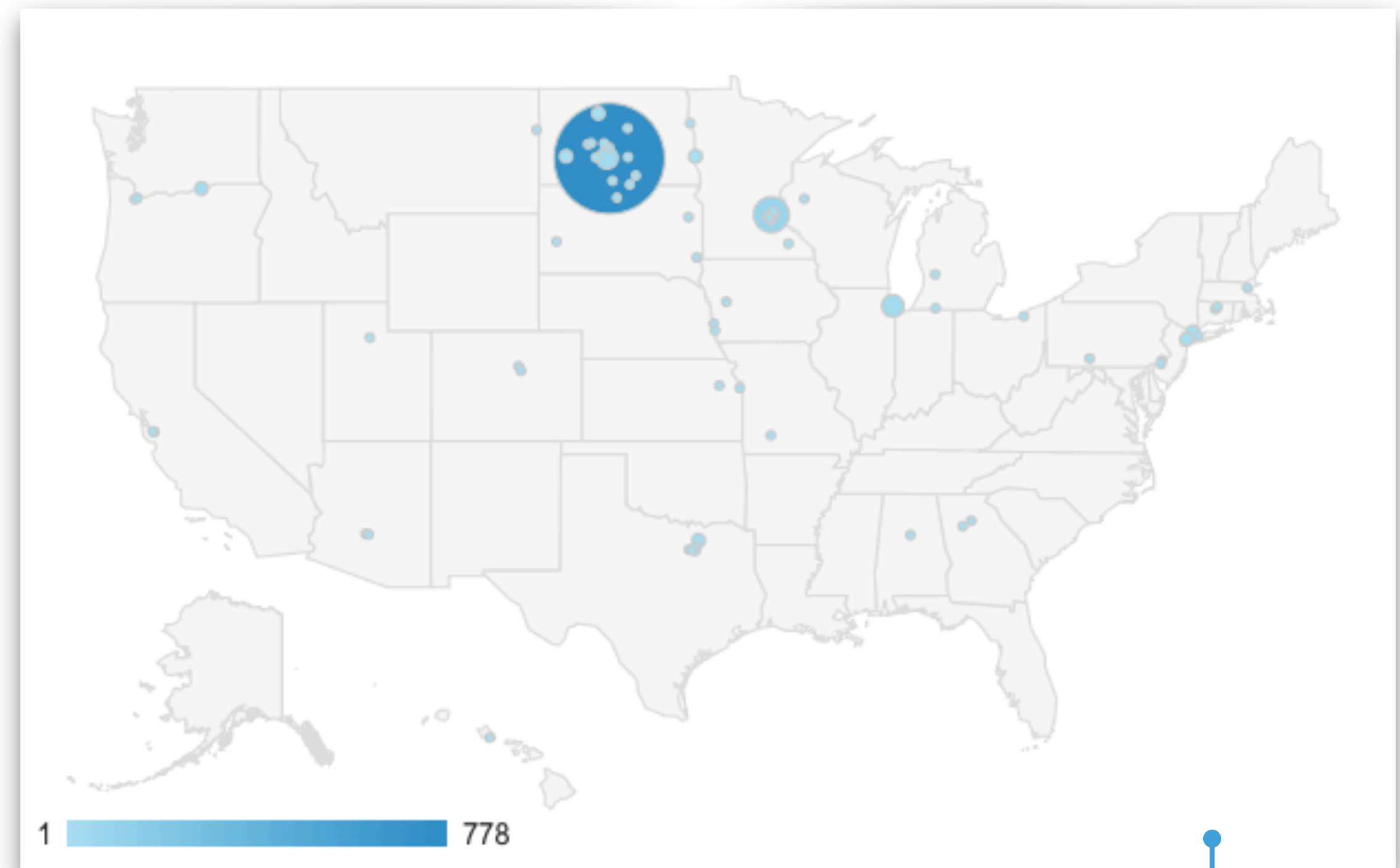
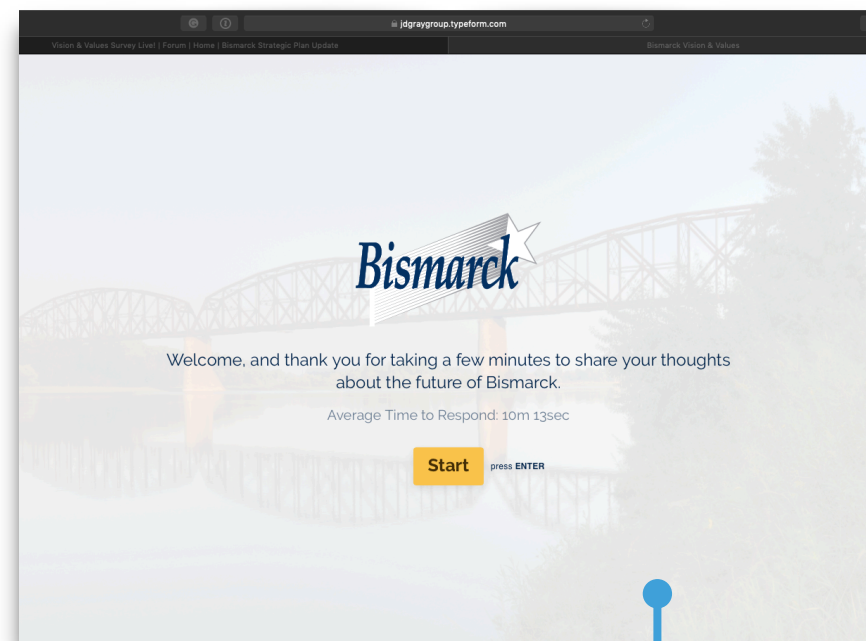
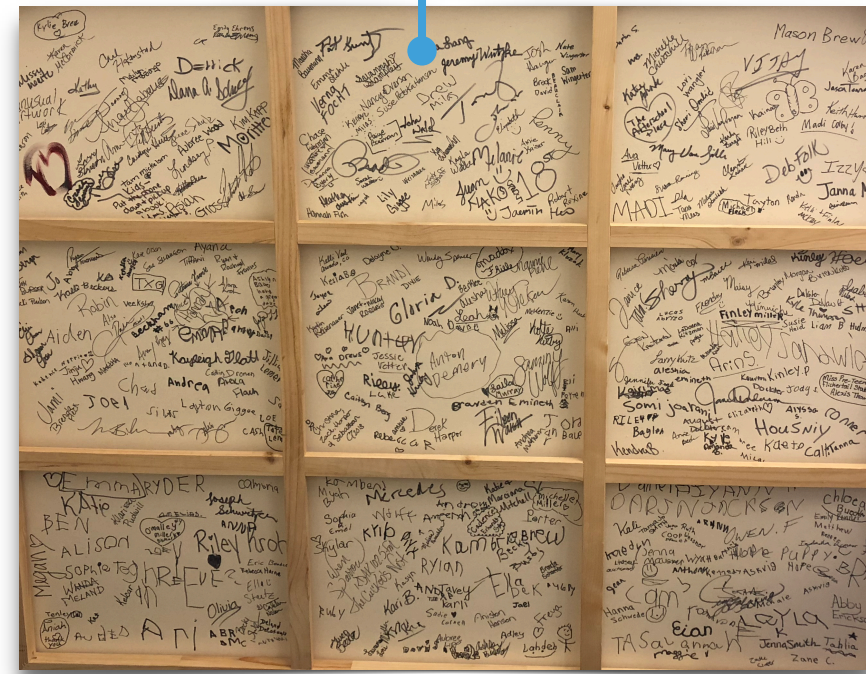


COMMUNITY ENGAGEMENT

Painting the Community Canvas

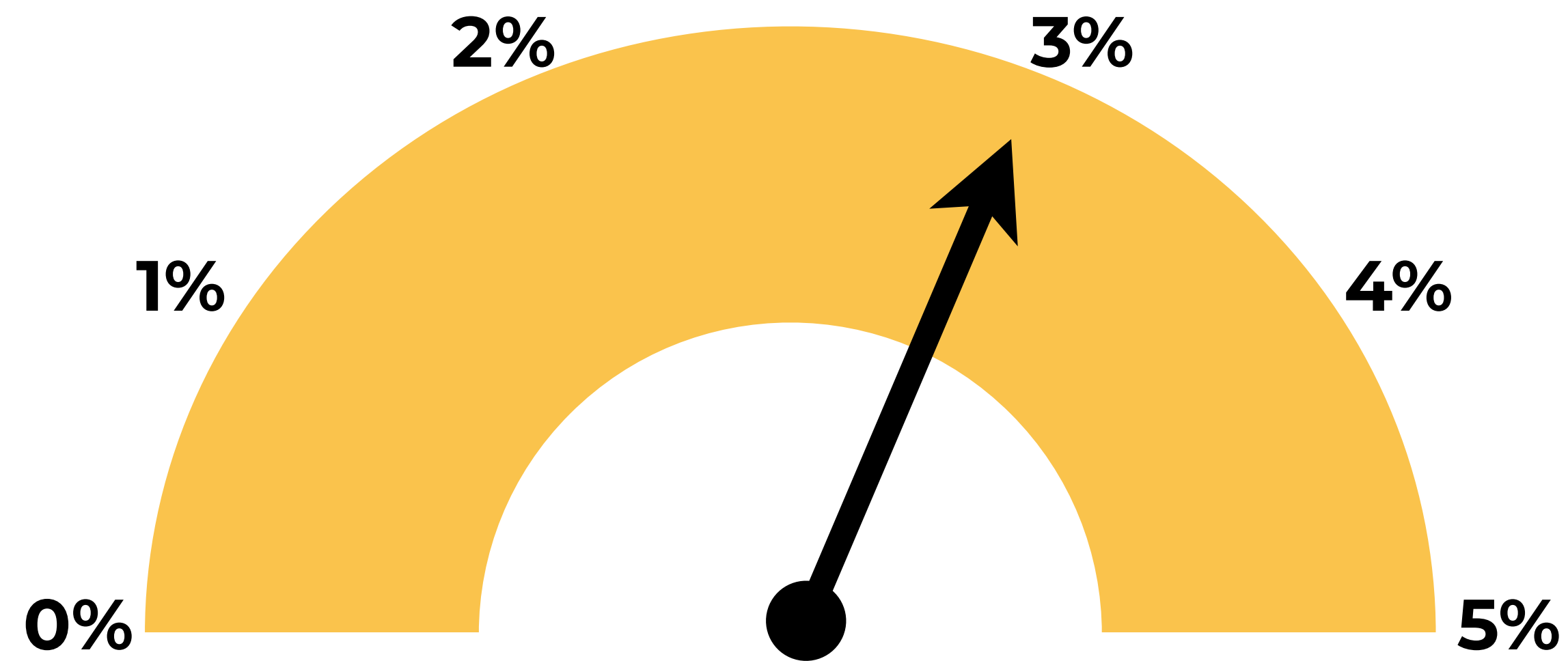


Vision & Values Survey
305 Responses (10/1/2018)



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1,116 Visitors (10/1/2018)

COMMUNITY ENGAGEMENT



2,170 people through 10/1/2018

PROJECT THEME AND LOGO

- ① Initial brainstorming and feedback from Focus Groups
- ② Presented alternatives at the StreetFair
- ③ Asked for other ideas at StreetFair



COMMUNITY ENGAGEMENT

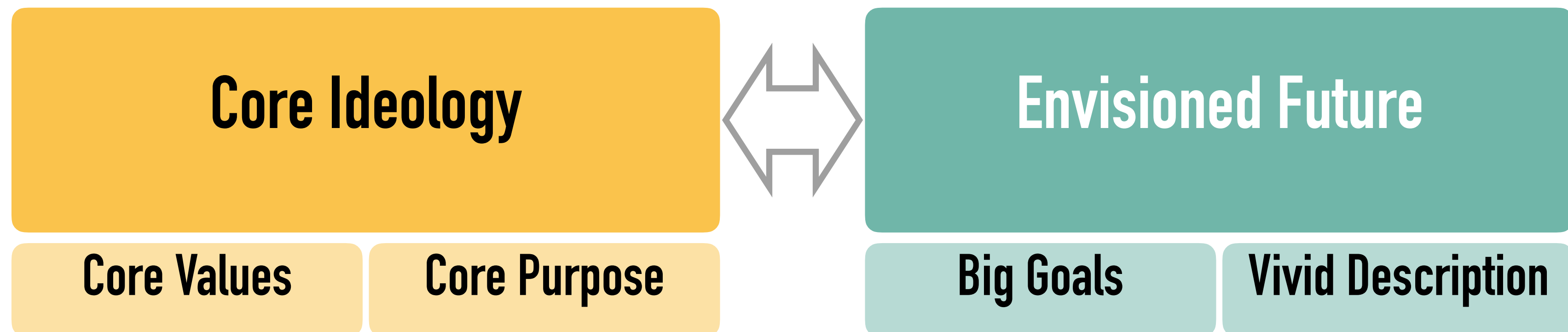


79% CHOSE ONE OF
THE FOLLOWING

- ④ IMAGINE BISMARCK (29%)
- ④ EXPECT GREAT THINGS (17%)
- ④ BUILDING BISMARCK (17%)
- ④ ON YOUR MARCK... (16%)



DEFINING VISION AND VALUES



DEFINING VISION AND VALUES



NEXT STEPS

OCTOBER

- ▶Phase 1 Report
- ▶Internal Team Meeting
- ▶Town Hall Workshop
- ▶Meeting with Strategy Partners

NOVEMBER

- ▶City Commission Workshop
- ▶Meet with students in classrooms
- ▶Finalize Vision & Values

DECEMBER

- ▶Internal Team workshop on SWOT analysis
- ▶Finalize Strategic Focus Areas

JANUARY

- ▶Develop Strategic Objectives
- ▶Implement Strategy Management System
- ▶Meet with Focus Groups



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